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TO: James Taylor DATE: November 1, 1991

FROM: Karen Eisen, Natalie Ellis

SUBJECT: Marlboro Packaging Options Report

Attached is the moderator's report on the recently held focus groups on Marlboro packaging options. Key findings include:

- Half cartons showed the most potential for further development. They were appealing to pack buyers for their convenience and savings. They expected them to be priced at about half the carton price and were comfortable that they weren't being ripped off because it was an easy calculation for them to make.

- Smaller packs of Marlboro were seen as useful for those days when you don't have enough money for a full pack. For these smokers that seemed to be about twice a month. Some groups raised concerns about the packs not being macho enough for Marlboro, but the overall reaction was positive enough to consider the packs for promotional purposes or occasional specials.

- The RX concept called to mind situations when the smoker wouldn't have time to smoke a full cigarette such as in an office or when among non-smokers. It was seen as appropriate mostly for these occasions and not worth carrying in addition to a regular length cigarette. Respondents doubted it would deliver the same satisfaction as a regular cigarette to "real smokers."

- Respondents did not expect the Marlboro version of the concept to be priced lower than the parent brand. Line extensions subtly labelled "from the Marlboro Company" were expected to be sold at a lower price because they were new and "cheap looking." The Marlboro version was more appealing when dewscribed as lower priced but the difference would have to be 50 cents or more per pack in order to be meaningful.

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